

(de Blij p 114 – 116: What are Local and Popular Cultures?)

1. Define "culture" a group of belief system, norms and values practiced by a people
  - a. How can one differentiate between a "folk" and a "popular" culture? folk culture is small, incorporates a homogeneous population is typically rural, and is cohesive in cultural traits, whereas popular culture is large, incorporates heterogeneous populations, typically urban, and experiences quickly changing cultural traits.
  - i. Why is the concept of "folk" culture limiting? it requires us to create a list of characteristics and look for cultures that meet the list.
  - b. What concept does de Blij choose to substitute for "folk" culture? Define. local culture is a group of people in a particular place who see themselves as a collective or a community, who shares experiences, customs, and traits and who work to preserve those traits and customs in order to claim uniqueness and to distinguish themselves from others
  - c. What is material culture? includes the things they construct, such as art, houses, clothing, sports, dance and foods
  - d. What is nonmaterial culture? beliefs, practices, aesthetics (what they see as attractive) and values of a group of people.

(Rubenstein p 114)

2. Culture is the combination of what three things?
  - a. 1) material traits 2) customary beliefs 3) social forms
  - b. What are material traits? the visible elements that a group possesses and leaves behind for the future.
  - c. Differentiate between
    - i. "habit" a repetitive act that a particular individual performs
    - ii. "custom" a repetitive act of a group, performed to the extent that it becomes characteristic of the group.
    - iii. How extensively must a habit be accepted in order to be a custom? widely adopted

3. (Rubenstein p 115 – 129, de Blij p 121 – 126) Complete the following chart comparing folk and popular culture.

	Folk	Popular
Size and diversity of group (p 115)	<u>small, homogeneous</u>	<u>large, heterogeneous</u>
Where is it primarily found and distribution? (p 115)	<u>isolated rural areas</u>	<u>typically urban areas</u> <sup>well connected</sup> What three factors facilitate the rapid global connections that is the basis for popular culture? <u>communications systems</u> <u>transportation networks</u> <u>other modern technology</u>
Over what dimension is it likely to change or vary (p 115)?	<u>change a little over time</u> <u>varies from place to place</u> <u>(over space)</u>	<u>change rapidly over time</u> <u>(similar across space)</u>
Interaction (p 115)	How does the spread of popular culture affect folk culture? <u>threatens the survival of unique folk culture</u> How does this affect the world as a whole? <u>reduces local diversity in the world and the intellectual stimulation that arises from diff. backgrounds.</u>	
Physical Environment & Sustainability (p 115)	<u>may be more sustainable in the protection and enhancement of the environment</u>	<u>less likely to reflect concern for the sustainability of the phys. environment and more likely to modify the environment in accordance with material cultural preferences.</u>

Origins (p 116)	anonymous hearths, originating from anonymous sources, at unknown dates through unidentified originators. may have independent innovation	traceable to a specific person or corporation in a particular place. Product of MDCs N. America & Europe.
Diffusion (p 116 - 117)	What two forces combine to affect the distribution of folk culture? local physical and cultural factors. transmitted from one location to another relatively slowly and on a small scale primarily thru relocation diffusion from migration.	What is the key factor influencing the distribution of popular culture? the ability of people to access the content What is the principal obstacle limiting this distribution? the lack of income to purchase the material hierarchical diffusion
Music (p 120)	How do folk songs originate and how are they transmitted? anonymously and are transmitted orally. maybe modified from one generation to next as conditions change. On what events are they based and what is their purpose? events in daily life, tell a story or convey information about life-cycle events such as births, deaths, marriage or envir. features like agriculture & climate	What is its purpose? sold or performed in front of a large # of people Around what year did popular music (as we know it today) originate? 1900 Where? Tin Pan Alley How did American music diffuse? Armed Forces Radio How has its clustering changed? musicians clustered based on shared styles (Dixieland Jazz in New Orleans, Motown in Detroit). Increasingly cluster where other "creative" artists reside (lecture) What concept is the current clustering of musicians an example of?
Sports (p 122 - 123)	How do organized sports reflect elements of folk culture? originated as isolated folk customs and were diffused through the migration of individuals What is the most popular sport in the world? soccer (football) Despite their diversity and anonymous origins, why are organized spectator sports part of popular culture? willingness of people to pay to view What can sports be a strong force for? cultural and regional identity	
Clothing (p 124 - 125)	What two factors are reflected in folk clothing? distinctive agricultural practices & climate What cultural factor can influence clothing preferences? Provide an example. What have France and Belgium done in response to the wearing of these clothes? Religion. they have restrictions on where women can wear these clothes Why might people continue to use folk customs despite the spread of popular culture? preserve cultural identity or to attract tourists	What do popular clothing preferences express? Give examples. occupation and income lawyer/ executive - suit & tie factory worker - jeans/work shirt Why might men in some folk cultures adopt Western-style suits (p 124)? because they are in positions of leadership in business or government. Deal with Westerners. What has permitted the rapid diffusion of clothing styles? improved communications What cities are considered the hearths of original fashion designs? Paris, Milan, London New York City.

	Folk	Popular
Food (p 126 - 127)	<p>What are strongly embedded in folk food customs? <i>environment</i></p> <p>What is terroir? <i>the contribution of a location's distinctive physical features to the way a food tastes</i></p> <p>What food item (p 114) is reflective of this concept? <i>wine</i></p> <p>How does the environment affect whether rice or wheat is the preferred grain? <i>Rice is grown in milder, moister regions while wheat thrives in colder, drier regions</i></p> <p>What is a taboo? <i>a restriction on behavior imposed by religious law or social custom</i></p> <p>In what ways do food taboos reflect concern of folk cultures for the natural environment? <i>they might protect endangered animals or conserve scarce natural resources.</i></p> <p>a. Judaism <i>animals that don't chew their cud or that have cloven feet and fish lacking fins or scales</i></p> <p>What taboos do they have?</p> <p>What laws are these called? <i>Kosher</i></p> <p>Why? <i>maintain their identity and communal affiliation</i></p> <p>b. Muslims <i>taboo against pork unsuited for dry climates of Arabia and would compete with humans for food; water w/o being an asset as a beast of burden or providing milk or wool.</i></p> <p>c. Hindus <i>environmental reasons, b/c cows are the traditional choice for pulling plows. A large supply must be maintained b/c every field must be plowed in a short time (when the monsoons bring rain). Taboo guaranteed India's cow population would be large</i></p>	<p>What influences popular food preferences? <i>Cultural values over enviro. conditions</i></p> <p><i>Quebecois like Coca-Cola - advert in Fr. Russia - Pepsi → Coke Communist allowed</i></p> <p>Describe examples as to why some areas would prefer Pepsi over Coke or vice versa? <i>Pepsi Quebecois like Coke b/c that advertized in French culture</i></p> <p><i>Russia gave Pepsi contract under Comm. After Fall people switch to Coke b/c many are unhappy with former commies.</i></p> <p><i>Pepsi not sold in Israel in 1992, is preferred by Israel's Arab neighbors.</i></p>
	<p>Housing (p 128 - 129)</p> <p>What factors affect folk housing styles? 1. <u>Distinctive Environmental Conditions</u> (incl. examples): <i>pitched roof - snowy climates south-facing windows - grab Sun's heat/light small window openings - hot climates protect against heat. see powerpoint for better examples.</i></p> <p>2. <u>Cultural influences</u> (incl. one example): <i>compass directions important. On Java, the front door faces South the direction of the South Sea Goddess</i></p> <p>What are the 3 major hearths of U.S. house styles? 1. <u>New England</u> 2. <u>Middle Atlantic</u> 3. <u>Lower Chesapeake/Tidewater</u></p>	<p>How are current US homes produced? <i>mass produced by construction companies</i></p> <p>What are trends in popular American housing styles (lecture)? <i>TV rooms/dens open floor plans attached garages (prominent)</i></p>

	Folk	Popular
Family & Pop. Growth (lecture)	paternalistic societies, with low levels of female empowerment traditional marriage patterns high CBR	more female empowerment small family sizes. Altern. family structures accepted DINKS, etc.
Religion (lecture)	Ethnic religions, more likely to be animistic, traditional	more likely to be influenced by universalizing religions
Standards/values (de Blij p 121 - 126)	What value or quality do local or folk cultures try to achieve? <u>authenticity</u> What does this word mean (look it up)? <u>genuine</u> <u>bona fide mean being actually and exactly what is claimed.</u>	What is the process by which something that was previously regarded as "not for sale" becomes something that is bought and sold? <u>Commodification</u> So what is most important in popular culture? <u>Making money/profit</u>

4. (Rubenstein p 118 - 119, 130 - 137) The Effects of Electronic Media on Culture.

- a. The diffusion of what two communication devices has increased rapidly in the 21<sup>st</sup> century?  
cell phones & smartphones
- b. (skip to p 130) For what two reasons is television an especially significant popular custom?
  - i. watching TV is the most popular leisure activity in the world.
  - ii. it has been the most important mechanism thru which pop culture diffuses.
- c. Explain how the diffusion of the internet has been similar to and different from that of TV?  
U.S. dominates TV mid 20<sup>th</sup> century, diffusion to Europe now near universal access. Similar geographic pattern but TV took 50 years, while the internet took only a decade.
- d. What social media network became the world's most popular in the early 21<sup>st</sup> century? Facebook
- e. How has the origin of other social media networks similar to that of Facebook? U.S.
  - i. How might the diffusion of Facebook and Twitter indicate a different path than that experienced by TV and the internet (see below)? they might indicate that in the future electronic communications may diffuse rapidly to LDCs not just MDCs
- f. Of the 65 countries rated by Freedom House, how many were ranked in each of the three categories for the level of freedom of the Internet and digital media?  
19 - free, 31 - partly free, 15 - not free
- g. In what three ways are the internet and digital media restricted?
  - i. Banned technology
  - ii. Blocked content
    - What three countries have dominated TV programming? Japan, UK, US
      - What have many leaders accused the United States of engaging in due to its dominance of TV programming? economic and cultural imperialism
      - What American beliefs and social forms values are part of this programming and seen as possible threats to folk cultures? upward social mobility, relative freedom for women, glorification of youth, stylized violence
    - What three areas of internet content are routinely censored in other countries?
      - political content that expresses views in opposition to those of the current govt. (Cyman, minority rights, freedom of expression, religious movements.
      - social content related to sexuality, gambling and illegal drugs and alcohol
      - security content related to armed conflicts, border disputes, separatist movements and militant groups.

iii. Violated user Rights

- What are the three worst offending countries under this category? Iran, Syria, China
- What two countries have seen the worst decline in recent years? Russia, Turkey

h. In what ways are cyberattacks a threat? Compromise individual privacy, penetrate national and corporate security, disseminate deliberately false info.

5. (Rubenstein p 138 – 143, de Blij ) Complete the following chart about how globalization of popular culture can cause problems

	Discussion details:
Threats to Folk Culture	<p>(Rubenstein p 138) In general how is popular culture a threat to folk cultures? <u>rising incomes can fuel demand for pop. culture possessions, turn away from traditional values, dominance of western perspectives.</u></p> <p>(Example) In what two ways has the Amish culture become threatened by popular culture in Lancaster County, PA? <u>Suitable land is hard to find and expensive because it is closed to a growing metro area. Amish are migrating away because of the influx of tourists who come to gawk.</u></p> <p>Based on the map, what are the three main states of Amish settlement? <u>Pennsylvania, Ohio, Indiana</u></p> <p>(p 139) What viewpoint embedded in folk customs has been especially threatened by the diffusion of popular culture? <u>subservience of women</u></p> <p>In India, what phenomenon has resulted from the inability of a bride's family to pay a promised dowry? <u>some brides have been cast out, over 7,000 have been killed (dowry deaths), 90,000 cases of torture or cruelty</u></p> <p>(de Blij p 116 – 117, begin and follow for answers below) What policy did the US government (as well as Canada, Russia and Australia) follow with regards to local indigenous cultures in the 1800s and 1900s? Describe what these groups were forced to do. (This is the "forced" version of this concept, it can also be voluntarily) <u>assimilated - used schools, churches and gov. agents to discourage native practices. In US, forced tribes to settle in one place and farm rather than hunt/fish. Public's missionary school teachers punished tribal children for using their native languages. Reward "most American" w/ citizenship and jobs. Sent women to live on reservations and teach native women how to be good housewives.</u></p> <p>What two goals does Simon Harrison claim are typically shared by local cultures? <u>Keeping other cultures out and keeping their own cultures in.</u></p> <p>What is cultural appropriation? <u>the process by which other cultures adopt customs and knowledge and use them for their own benefit</u></p> <p>Why have local cultures in rural areas had an easier time maintaining their cultures? <u>isolation</u></p> <p>(de Blij p 120) What is neolocalism? <u>seeking out the regional culture and reinvigorating it in response to the uncertainty of the modern world.</u></p> <p>In general, what does de Blij use as an example of a form of urban local culture? <u>ethnic neighborhoods</u></p> <p>What is the greatest challenge to these cultures? <u>migration of members of the popular culture or another local culture/ethnic group into the neighborhood.</u></p> <p>(lecture) What is another threat to these local cultures? <u>assimilation of young people from the neighborhood and their emigration out of the area.</u></p> <p>(de Blij p 131) By what process have local cultures taken popular culture and made it unique to their community? <u>reterritorialization</u></p>

	<p><b>Foreign Media Imperialism</b> (de Blij p 134, R p 140)</p> <p>(this is also related to #4g above) What term refers to the threat felt by many people by the influence of global culture produced in Europe, the U.S., Japan and South Korea? Define using Rubenstein.  <i>cultural homogenization - when the spread of popular culture across larger spaces results in a loss of localized folk culture diversity and convergence of cultural preferences.</i></p> <p>Identify the particular cultural areas dominated by the following areas:          North America <i>movies, TV, music, sports and fast food</i>          Japan <i>children's TV, electronic games, new entertainment tech.</i>          Western Europe <i>fashion, TV, art &amp; philosophy</i>          South Korea <i>TV dramas, movies, popular music</i>          India <i>movies (Bollywood)</i></p>						
<p><b>Environmental Impacts</b></p>	<p><b>Negative Environmental Impact</b> (Rubenstein p 140 - 141)</p> <p>Thinking back to Unit #1 and the Five Themes of Geography, popular culture is much more likely to interact with the environment in this way? <i>(modify)</i></p> <p>(Rubenstein p 141) What popular culture leisure activity exemplifies this? <i>Golf</i>          How does this activity remake the environment? <i>hills flattened, valleys filled in, consume large quantities of land and water, non-native grass species are planted, fertilizers and pesticides maintain appearance, cutting grass or leaving it tall, carting in sand for traps, draining expanding water hazards</i></p> <p>(Rubenstein p 140) What are three ways that the diffusion of popular culture can adversely impact environmental quality and cultural diversity?</p> <ol style="list-style-type: none"> <li><i>1. pollution of the landscape</i></li> <li><i>2. depletion of scarce natural resources</i></li> <li><i>3. crowding-out of locally owned businesses</i></li> </ol>						
<p><b>Environmental Convergence</b> <b>Uniform Landscapes/Cultural Convergence</b> (Rubenstein p 141, de Blij p 136 - 137)</p>	<p>(Rubenstein p 141) Explain why some entities would want uniform landscapes?  <i>to create "product recognition" and greater consumption</i></p> <p>What is a franchise and how would it promote a uniform landscape? <i>an agreement between and corp. and business people to market that corp.'s products in a local area. The local outlet will use the corp.'s name, symbol, trademark, method, architectural style. A uniform sign is usually a display.</i></p> <p>What is the cultural landscape (de Blij p 136)? <i>the visible imprint of human activity on the landscape.</i></p> <p>What does geographer E. Relph call the loss of uniqueness of a location (de Blij p 136)?  <i>placelessness</i></p> <p>Across what three dimensions do cultural landscapes converge (de Blij p 136)? List and include one example from the reading for each dimension as a way to understand that dimension.</p> <table border="1" data-bbox="240 1428 1589 1619"> <tr> <td><i>1. particular architectural forms have diffused around the world</i></td> <td><i>skyscraper</i></td> </tr> <tr> <td><i>2. individual businesses/products leave a distinctive stamp on far-flung places</i></td> <td><i>brand names, signage</i></td> </tr> <tr> <td><i>3. wholesale borrowing of idealized images blurs distinctiveness</i></td> <td><i>Venetian Hotel in Las Vegas</i></td> </tr> </table>	<i>1. particular architectural forms have diffused around the world</i>	<i>skyscraper</i>	<i>2. individual businesses/products leave a distinctive stamp on far-flung places</i>	<i>brand names, signage</i>	<i>3. wholesale borrowing of idealized images blurs distinctiveness</i>	<i>Venetian Hotel in Las Vegas</i>
<i>1. particular architectural forms have diffused around the world</i>	<i>skyscraper</i>						
<i>2. individual businesses/products leave a distinctive stamp on far-flung places</i>	<i>brand names, signage</i>						
<i>3. wholesale borrowing of idealized images blurs distinctiveness</i>	<i>Venetian Hotel in Las Vegas</i>						
<p><b>Cultural Divergence</b></p>	<p>(Rubenstein p 142 - 143) Across what three scales do we see cultural differences? Describe.</p> <ol style="list-style-type: none"> <li><i>1. urban-rural scale - rural tend to value more traditional forms of pop. culture. Urban = more progressive forms</i></li> <li><i>2. Vernacular regions have distinctive cultural histories and therefore distinctive choices in pop. culture.</i></li> <li><i>3. Individual choices based on age, gender, ethnicity and place of residence can affect pop. culture choices.</i></li> </ol>						